



FOR
YOUR
WORLD

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A GUIDE FOR SCOTTISH PUBLIC BODIES

SWITCH OFF FOR YOUR WORLD

WWF'S EARTH HOUR 30 MARCH 8:30PM



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JOIN THE FIGHT FOR OUR WORLD.

Every year in the UK millions of us take part in Earth Hour. By making pledges for the planet, and by being part of a global movement, we can show we're fighting for our world.

Be part of the change: speak up and switch off your lights this Earth Hour – Saturday 30 March at 8.30pm

SATURDAY 30 MARCH AT 8.30PM
WWFSCOTLAND.ORG.UK/EARTHHOUR
[@WWFSCOTLAND](https://twitter.com/WWFSCOTLAND)
[#EARTHHOURSCOTLAND](https://twitter.com/WWFSCOTLAND)



PUBLIC BODIES: WHY WE COULDN'T DO IT WITHOUT YOU

- Public sector organisations make a great contribution to the success of Earth Hour: switching off lighting on iconic landmarks, engaging with the public, and generating not only huge media interest but also global recognition. Every year we continue to build on this incredible support with the many events, activities and initiatives that Scottish public bodies lead.
- Public bodies have a vital leadership role to play in reducing emissions and increasing sustainability. Participation in Earth Hour is a great opportunity to showcase your actions on environmental issues and be part of a global movement.
- Earth Hour is a visual event. The more buildings that switch off their lights, the bigger the impact. Videos and images of activities in your area on the night can demonstrate that your public body is a leader on tackling sustainability issues.
- WWF's Earth Hour (now the most recognised campaign in Scotland) is an ideal opportunity to show how your climate change actions matter at a national and international level. Every action enhances local and international efforts to reduce carbon emissions and increase sustainability.



HOW TO GET INVOLVED

1. SWITCH OFF

- Turn off the non-essential lighting in your town hall, headquarters and other buildings in your control for one hour on **Saturday 30 March at 8.30pm.**

2. TALK ABOUT IT

- Promote WWF's Earth Hour to staff through emails and intranet.
- Use social media (see page 7 for Facebook and Twitter templates).

3. ENGAGE THE PUBLIC

- Organise your own Earth Hour event such as a public countdown to the big switch off or have an open day on the day.
- Encourage staff and clients to sign up as individuals to make a commitment to protect our planet.

4. SEND BACK YOUR REPORTING FORM

- Tell us what you've got planned this Earth Hour and you'll receive your panda and be in the running for our Earth Hour awards. Find the reporting form here: wwfscotland.typeform.com/to/m228TA and send it back to us by 8/3/2019

ARE YOU A SUPER LOCAL PUBLIC BODY?

If your Public Body completes the four ways to get involved in Earth Hour, we'll award you an Earth Hour 'Super Local Public Body' digital badge which you can use on your website, email signatures, social media and other materials. If you send us back your reporting form you will also get a #passthepanda. Find out more about #passthepanda on page 8. To qualify you must send us back your reporting form by 8/3/2019. You can find the reporting form at: wwfscotland.typeform.com/to/m228TA.

COULD YOU BE THE EARTH HOUR CHAMPION OF THE YEAR?

Could you be the Public Body Earth Hour Champion of the Year? This award recognises the local authority and two runners up that do the most to support Earth Hour. The three winners for 2019 will receive their awards in the run up to Earth Hour 2020. To qualify, make sure you get your reporting form back to us by 8/03/2019 and you could be our next Champion!



HEAD TO OUR WEBSITE FOR DOWNLOADABLE ASSETS:

Twitter and Facebook banners
Email signatures
Posters

wwfscotland.org.uk/earthhour

SOCIAL MEDIA & PROMOTION

Social media is a fantastic way to reach a wide range of people, and Earth Hour is a global movement of people using social media to spread the word and fight for our world. Here are some suggested posts you could use or adapt. Don’t forget to tag @WWFScotland and use #EarthHourScotland so we can help you increase your reach. And don’t forget your local press and radio stations- they’re a great way to showcase your events and activities. You can find suggested social posts and ideas for promotion below, and find template press releases on our website.

CONTACT YOUR LOCAL RADIO STATION

Let them know about your plans for Earth Hour and see if they could do a shout out to let people know.

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MAKE A VIDEO

Videos are a great way to spread the Earth Hour message; they’re fun and engaging for everyone. Share them on your website and social channels.

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TAKE A PHOTO

Earth Hour is a significantly visual event. In the lead up and on the day show what your Public Body to is doing by taking photos and using #EarthHourScotland and @WWFScotland.

CONTACT LOCAL PRESS

Get in touch with local media to tell them about your involvement in WWF’s Earth Hour. You can use this opportunity to showcase your public body in the media. Also highlight how it is participating in Earth Hour and is engaged in environmental issues.

**FOR TEMPLATE PRESS RELEASES GO TO:
WWFSCOTLAND.ORG.UK/EARTHHOUR**

FACEBOOK & TWITTER

@WWFSCOTLAND #EARTHOURSCOTLAND

Social media is a fantastic way to reach a wide range of people, and Earth Hour is a global movement of people using social media to spread the word and fight for our world. Here are some suggested posts you could use or adapt.

FACEBOOK EXAMPLE POSTS

- <public body name> are joining @WWFScotland by taking part in #EarthHourScotland and switching off for an hour on Sat 30 March at 8.30pm. Find out how to get involved: wwfscotland.org.uk/earthhour
- On Saturday 30 March at 8.30pm we're joining millions around the world by taking part in Earth Hour. #EarthHourScotland wwfscotland.org.uk/earthhour
- <Public Body> are taking part in Earth Hour, find out what's happening and how you can take part wwfscotland.org.uk/earthhour. #EarthHourScotland
- Will you be a #VoiceForThePlanet? Join us for #EarthHourScotland at 8.30pm on Saturday 30 March wwfscotland.org.uk/earthhour

TWITTER EXAMPLE POSTS

- We're supporting #EarthHourScotland on Saturday 30 March at 8.30pm. Join us! Find out more at wwfscotland.org.uk/earthhour. @WWFScotland
- Raise your voice for the planet! Get involved in #EarthHourScotland at 8.30pm on Saturday 30 March @WWFScotland
- Be a #VoiceForThePlanet and take part in #EarthHourScotland at 8.30pm on Saturday 30 March @WWFScotland



#PASSTHEPANDA AND REPORTING

Once you have completed the Earth Hour reporting form we will send out everyone's favourite tartan panda as an ambassador for climate change. Make sure to take a picture with him using the #PassThePanda. Moray Council put their panda up for adaption – which the Primary Schools loved.

TO TAKE PART, SIMPLY
TWEET A PANDA SELFIE TO
@WWFSCOTLAND WITH
#PASSTHEPANDA THEN SEND
ME ON TO A FRIEND.

Our pandas wear the Keeling tartan, generously donated by the Liberation Kilt Company to WWF Scotland's Earth Hour. The Keeling tartan symbolises a shift from fossil fuels (grey and black track) to 100% clean energy (green and yellow track). To learn more, visit the Liberation Kilt Company's website: <http://liberationkilt.com/>



COMPLETE YOUR REPORTING FORM HERE:
WWFSCOTLAND.TYPEFORM.COM/TO/M228TA



VOICES FOR THE PLANET

When we all come together for Earth Hour we stand up and raise awareness of the threat of climate change to our planet and nature.

We're the first generation to know we are destroying our planet. And we could be the last that can do anything about it. Now is the time to act. This Earth Hour, we're asking individuals in Public Bodies to add their voice to call for urgent action.

By making small changes, together we can make a difference. Individuals can pledge to:

- Restore nature where I live
- Plan a staycation or holiday closer to home
- Turn washing down to 30 degrees
- Change the way I eat
- Embrace reusable items and reduce the plastic I buy

Find out more at: wwfscotland.org.uk/earthhour

**DON'T FORGET TO SHARE
YOUR PLEDGES THROUGH
SOCIAL MEDIA, USING
#EARTHOURSCOTLAND**

THANK YOU AGAIN FOR ALL
YOU DID IN 2018 AND ALL
YOU CONTINUE TO DO TO
FIGHT FOR OUR WORLD

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NEED HELP? GET IN TOUCH

For up to date information and access to resources,
visit: wwfscotland.org.uk/earthhour

On these pages you will find: • links to the online sign-up page • links to useful resources • updates on what's happening in Scotland • downloadable web and social media assets • downloadable posters • information on what other partners are doing for Earth Hour across Scotland.

Make sure you check out our social media activity on:

Twitter @WWFScotland #EarthHourScotland
Facebook : facebook.com/WWFScotland

Please contact us to find out more:

WWF Scotland
T: 0131 659 9100
E: scotland@wwf.org.uk



WWF is one of the world's largest independent conservation organisations, active in nearly 100 countries. Our supporters – more than five million of them – are helping us to restore nature and to tackle the main causes of nature's decline, particularly the food system and climate change. We're fighting to ensure a world with thriving habitats and species, and to change hearts and minds so it becomes unacceptable to overuse our planet's resources.

WWF. FOR YOUR WORLD. FOR WILDLIFE, FOR PEOPLE, FOR NATURE.

Find out more about our work, past and present at
wwfscotland.org.uk